

# ATTACHMENT E

## Afternoon Preparation

### August 2, 2004, ZENH Workshop

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# PV-ZENH Workshop: Preparation for the Afternoon

Sacramento, CA  
August 2, 2004

# Afternoon Breakout Session

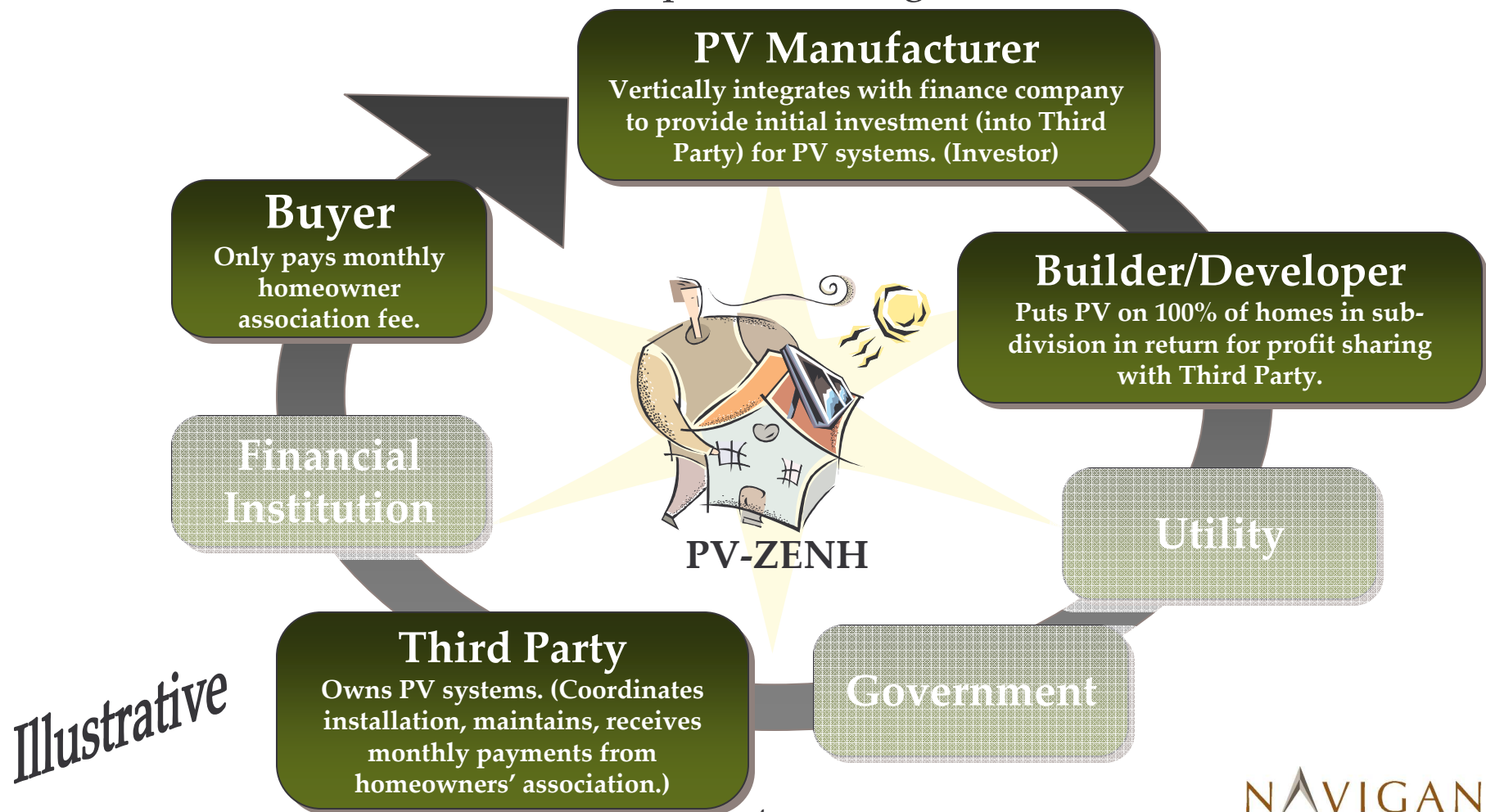


- Objective
  - Assemble 3 – 5 business models
  - Identify the key elements that changed
  - Define why the model works (the value proposition)
- Duration: 2 hrs (1:00 – 3:00)
- Breakout rooms to be assigned

# A Strawman PV-ZENH Business Model



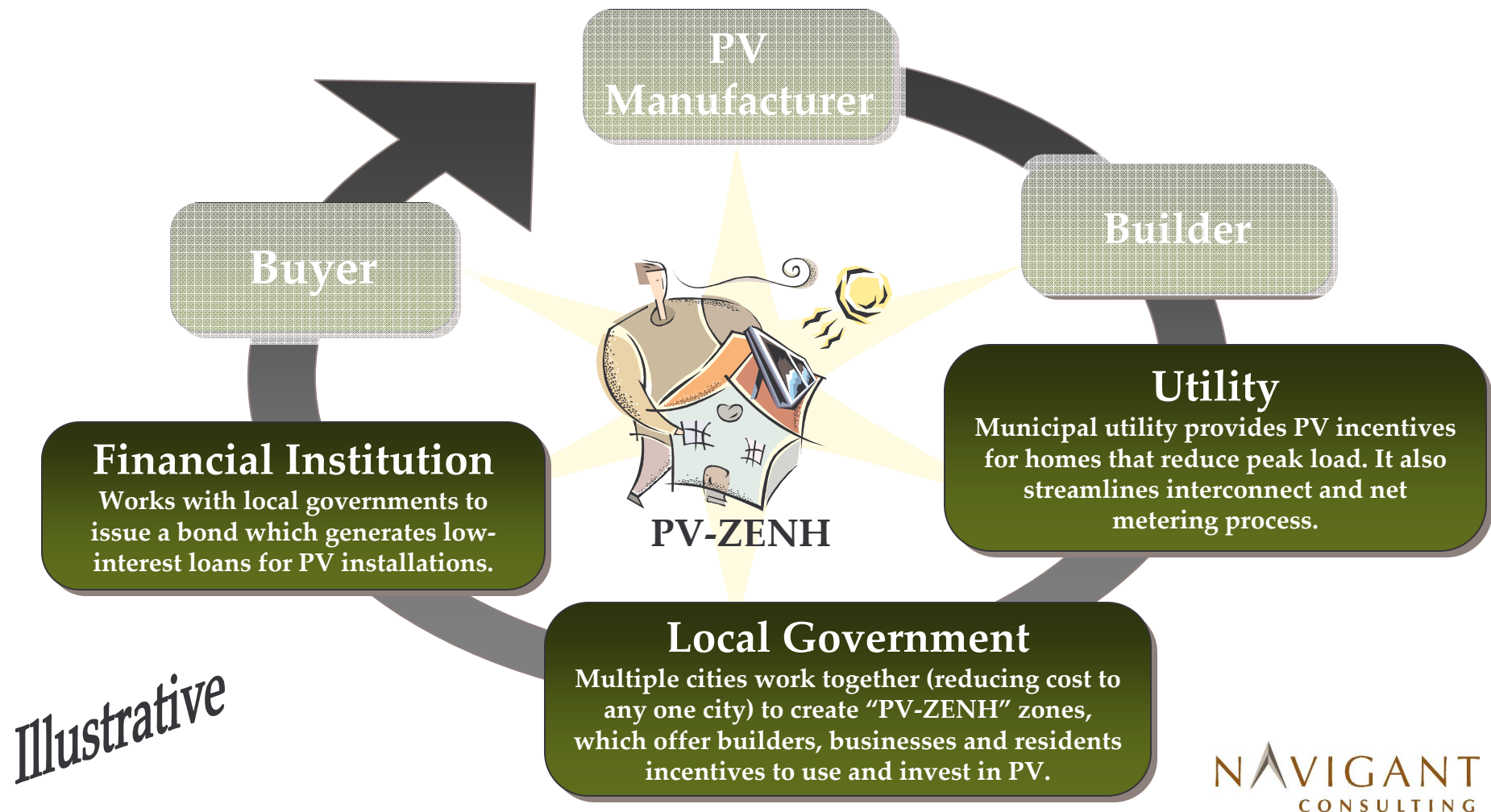
***Builder and Third Party Form Partnership:*** Third party installs, owns and maintains systems for homeowner in exchange for monthly fee. Builder puts PV on 100% of roofs in return for profit sharing.



# A Strawman PV-ZENH Business Model



*Cities of Light:* By joining together, local governments and municipal utilities create a strong enabling regional environment for PV and a robust local economy around clean energy and while reducing peak load.



# Instructions



## Afternoon: Focus on improved business models

- Meet in breakout groups with diversified stakeholders
- Refine strawmen and build new business models
- Select best business models
- Report back to the group

# Breakout Rooms



- Group A:
  - Auditorium
- Group B:
  - Bonderson Building
- Group C:
  - Bonderson Building
- Group D:
  - Auditorium
- Group E:
  - Hearing Room B
- Group F:
  - Auditorium